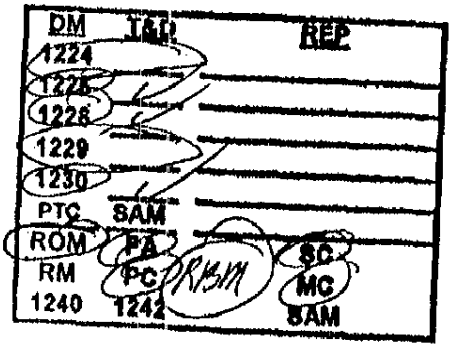

February 15, 1995

To All Region Managers

SUBJECT: DORAL Package Display Program

The following FSC letter outlines a new, impactful DORAL Package Display Program. This display will replace approximately 50% of your existing DORAL pack displays and help you create a big brand presence at retail. DORAL has been given very aggressive goals to achieve in 1995, and this new display vehicle is a key item that will help all of us make our objective. Second quarter will be very important to DORAL due to its new campaign positioning. It is critical that this new display is on location at retail to reinforce this positioning. In order to make execution as simple as possible, this display will be shipped preassembled with all required POS included.

Please ensure your people give this new DORAL display a high priority.

If I can be of assistance, please contact me.

Warm regards,

Dave

D. L. Wilmesher

51850 3749

Source: https://www.industrydocuments.ucsf.edu/docs/jzby0000